

Appl. No. 09/917,134
Amdt. Dated June 8, 2006
Response to Office Action dated December 9, 2005

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer implemented method for entering advertising registration marks into an image comprising the steps of:

generating specification data for a plurality of advertising registration marks;

inserting a plurality of advertising registration marks into an image layout at locations determined by the specification data; and displaying the image layout, wherein the step of generating specification data is comprised of a step of accessing an electronic memory containing information providing a correlation between a user designation for a publication and a plurality of dimensional specifications for advertising registration marks that are associated with the user designated publication.
2. (Original). The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a trim mark.
3. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a bleed mark.
4. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a live mark.

Appl. No. 09/917,134
AmdL Dated June 8, 2006
Response to Office Action dated December 9, 2005

5. (Original) The method of entering advertising registration marks of claim 1, wherein one of the advertising registration marks is a gutter mark.
6. (Canceled)
7. (Original) The method of entering advertising registration marks of claim 1, further comprising a step of scaling a relative size of at least one registration mark with respect to the image information.
8. (Currently Amended) A system for entering advertising registration marks into an image comprising:
 - a computer processor controlled means for generating specification data for a plurality of advertising registration marks;
 - a means for inserting a plurality of advertising registration marks into an image layout at locations determined by the specification data; and
 - a means for displaying the image layout, and further wherein the means for generating specification data is comprised of a means for accessing a computer memory containing information providing a correlation between a user designation for a publication and a plurality of dimensional specifications for advertising registration marks that are associated with the user designated publication.

Appl. No. 09/917,134
Amdt. Dated June 8, 2006
Response to Office Action dated December 9, 2005

9. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a trim mark.

10. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a bleed mark.

11. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a live mark.

12. (Original) The system of entering advertising registration marks of claim 8, wherein one of the advertising registration marks is a gutter mark.

13. (Canceled).

14. (Original) The system of entering advertising registration marks of claim 8, further comprising a step of scaling a relative size of at least one registration mark with respect to the image information.

Please add the following new claim:

15. (New) A computer implemented method for entering advertising registration marks into an image comprising the steps of:
generating specification data for a plurality of advertising registration marks;

Appl. No. 09/917,134
Amdt. Dated June 8, 2006
Response to Office Action dated December 9, 2005

inserting a plurality of advertising registration marks into an image layout at locations determined by the specification data; and displaying the image layout, wherein the step of inserting a plurality of advertising registration marks into an image layout occurs prior to presentation of any image data in the image layout.